BERCA ENTERPRISE SOLUTION

SALES FORCE AUTOMATION (SFA)

http://www.jasatel.net.id
http://www.wigo.co.id

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Overview Company

PT. Berca Hardayaperkasa (BHP) established in 1990, since that day BHP has become a leading company in ICT, Telecommunication infrastructure, Network Service Provider and calibration Telecommunication devices in Indonesia. BHP is also working with various partner to be in the front to provide efficient ICT Solutions, from hardware to overall system in an Organization.

BHP has several business units such as Berca Consulting Service, Berca Cakra Teknologi (with Relion computer brand), Berca System Integrator, Berca TMI dan Berca Jasatel.

BHP has its Headquarters in Jakarta and also some Branch Office in Bandung, Surabaya, Balikpapan, Batam, Yogyakarta, Riau and other location thus supporting BHP business units which provide excellent service.

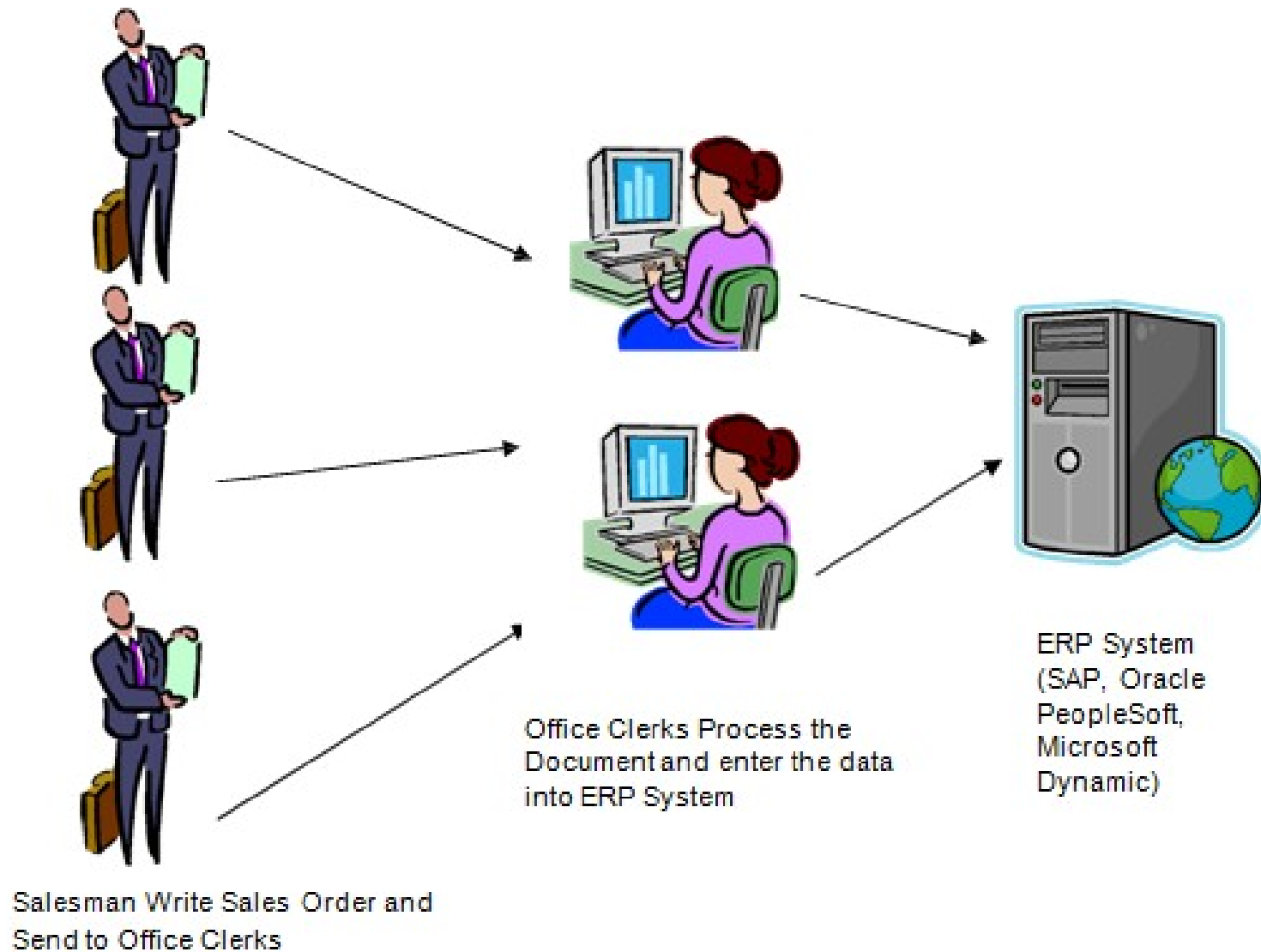
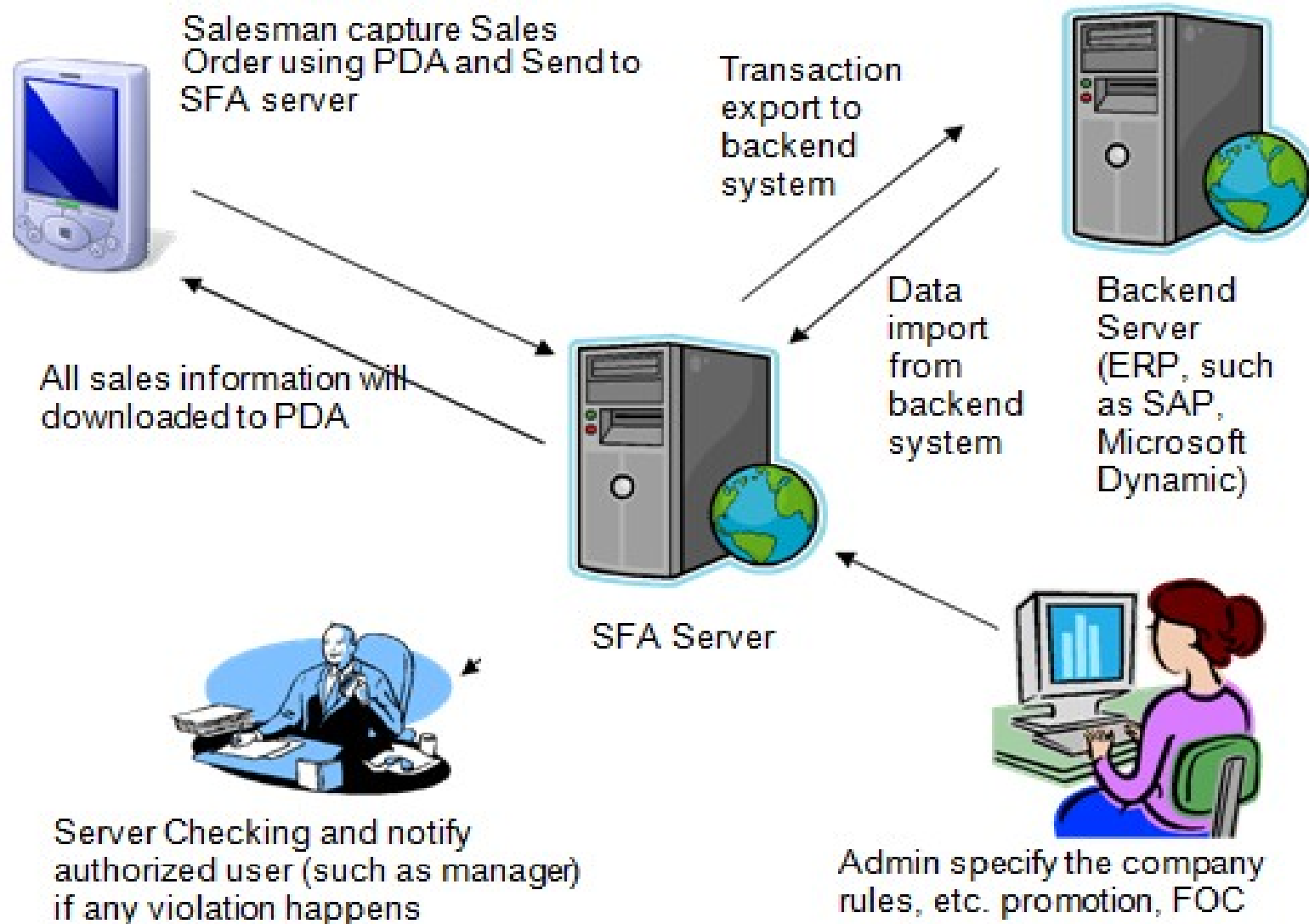
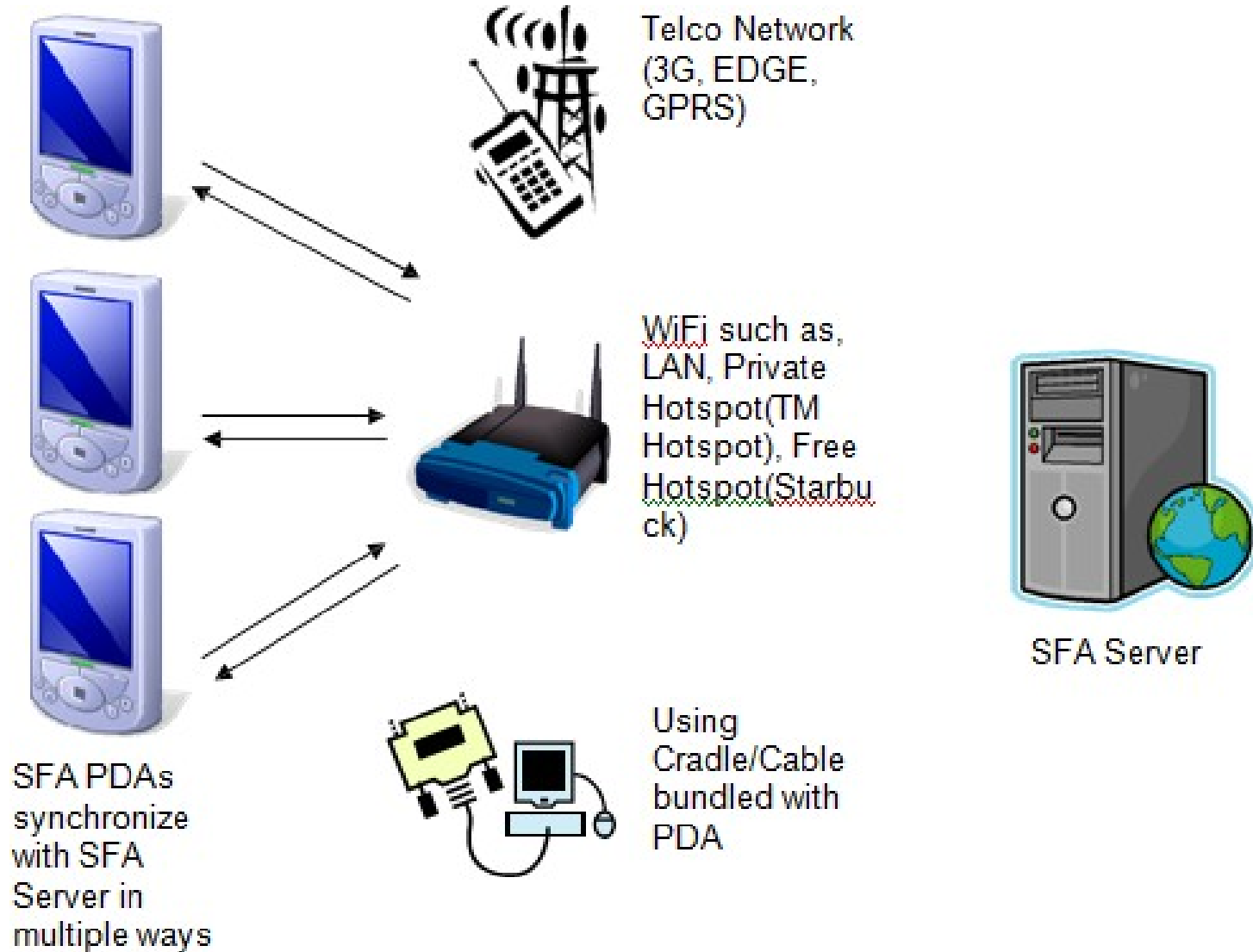
BHP has Professional workers more than 500 which is provide in ICT business to fulfill needs from various industry which needed ICT solutions like Manufacture Industry, retail and distributions, Telecommunication services, finance, oil and mining and also Government sector.

Berca has license reseller for News Page Pte Ltd software at Indonesia and has experience for implementation NewsPage Software.

Problem Context

Salesman Write Sales Order and Send to Office Clerks

Office Clerks Process the Document and enter the data into ERP System

ERP System (SAP, Oracle PeopleSoft, Microsoft Dynamic)

Proposed Solution

System Architecture

SFA Key Features

Use any handheld devices with wireless networks to perform tasks

Key in sales orders

Process cash sales or credit sales orders

Review customer accounts receivables and outstanding issues

Print invoices or delivery orders using handheld outstanding

Issues-Plan and make movement of stock

View daily route schedule on a schedule-time basis

Access to customer, product, stock inventory & performance via wireless

SFA Modules & Functionalities

Customer Management Module

Access the updated customer details:

- Contacts
- Credit limit
- Account receivables
- SKU history
- Sales turnover
- Delivery location
- A lot more while at customer locations

Order Entry

Sales reps

- Allow sales reps to perform order entry from the handheld devices and transmit the order to the office in real-time mode for processing.

Users

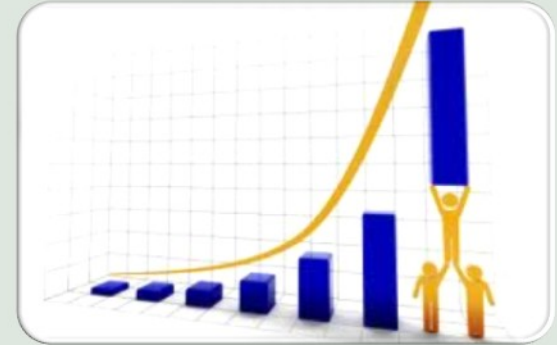
- Allows users to entry sales orders, process cash sales or credit sales, capture payments, and print invoices, receipts or delivery orders using a mobile or van-mounted printer from hand-held devices and transmissions are wirelessly to the back office for processing.

Product Information, Sales Route Plan & Performance

Product Information

- Equip users with the product knowledge with wirelessly retrieve and update product information, such as pricing, discounts and inventory information.

Sales Route Plan

- Allows users to plan ahead and define sales routes; the application automatically designs daily routes based on customer data and eliminate bulky route book.

Sales Performance

- Allows the sales representative and manager to review target achieved against specified targets by weekly, monthly and year to date.

Report Generation, Collection and Inventory Check

Report Generation

- Users are able to generate sales reports and inventory reports.

Cash or cheque collection

- Users are able to view aging and perform cash or cheque collection. Its also allow salesman to use CN to knock off the outstanding invoices able to print out receipt using mobile printer

Van Inventory Stock Check

- Van sales representatives are able to track inventory as stock is transferred in and out of the van throughout the say and allow stock replenishment by next day.

Solution Benefit to Customer

SFA Tools

- Wireless retrieve of information, sales reps able to access key contact, buying history and product information.
- The latest information, sales reps will be able to provide immediate response to customers and shorten the sales cycle.

Improve sales Operation efficiency

- The application brings about less paperwork and data entry digital-based operation improve the speed
- Accuracy of accessing sales data and customer base and information will be captured and now sales representatives are more easy to adapt to the company

Increased Sales visits

- Salespersons can increase the number of sales visits and have more time to service their
- They spend less time on paperwork and other manual work steps as well as reduced travel time between the field and the office.
- Deploying the application has resulted in gaining additional hours of sales time per day

Enable increase and adjust sales activities

- Daily sales reports and inventories enable sales managers to view the sales activities and performance and also to adjust it to increase the sales representative productivity.

Increase Sales Revenue

- With all the history sales information capture in the system, customer buying behavior using the 3TP SFA, 3TP clients have reported higher sales since deploying the application.

Provide quality customer service

- Sales representative equipped with instant and updated customer and product information via any handheld devices are able to provide better customer service.

Market Competitive Advantages

No.	Features/Benefit	SFA Software	Competitors/Others
1	Work flows Engine	For any problematic sales orders, the approval process will route to the relevant and different level of departments and personnel before the sales order to be approved and executed.	None
2	Speed Efficiency	Can store more than 20,000 SKUs in a PDA and run in fast speed condition	PDA stated to run in slow condition with only 500 SKUs.
3	Global latest Technologies And Costs Saving	We are using Java Enterprise, Ajax, Open Source Tools - Can run on multi platform	Using Microsoft dot net
4	Costs Effective	We offer global technologies (Open Source Tools) with competitive and affordable pricing	Less competitive
5	Flexible and User Friendly	Our software is flexible and easy to customize, can be integrated into all applications such as SAP	Not flexible and not user friendly
6	Deployment Period	Fast deployment to go live, approx. 3 months to roll out	At least 6 months and more
7	Money back guaranteed	If software not functioning or performance slow due to software issues	Not applicable
8	ROI (Return of Investment)	More focusing on Rapid ROI (approx. 5 years)	Not Focused on ROI

Multiple Platform Sample Screens

Windows Mobile

Android

iPhone

Thank You

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